Clark County

Quit Line Data Summary April 1 - June 30, 2004

Number of Calls to Quit Line N = 205 N = 2,932 100.0% Percent of State Volument of State Population in County¹ 5.5% 100.0% County % State % 100.0% Gender N = 202 N = 2,604 Male 36.3% 62.4% Male 36.1% 37.6% Race/Ethnicity N = 183 N = 2,03 People of Color 12.6% 12.2% White 87.4% 87.8% Age N = 197 N = 2,425 Less than 18 years old 1.5% 1.8% 18 - 24 years old 1.88% 14.6% 25 - 34 years old 2.319 2.27% 35 - 44 years old 27.4% 27.4% 45 years and older 28.4% 33.5% Education N = 191 N = 2,312 Did not graduate high school 24.1% 2.0.6% High school graduate 32.5% 35.9% College graduate 8.4% 9.9% Caller Type N = 201 N = 2,70	•	County	State
Percent of State Population in County¹ 5.9% 100.0% Cender N = 202 N = 2.604 Female 63.9% 62.4% Male 36.1% 37.6% Race/Ethnicity N = 183 N = 2,203 People of Color 12.6% 12.2% White 87.4% 87.8% Age N = 197 N = 2,425 Less than 18 years old 18.8% 1.48% 18 - 24 years old 18.8% 14.6% 25 - 34 years old 23.9% 22.7% 35 - 44 years old 22.4 years old 22.5 years old 22.5 years old 22.4 years old 22.5 years old	Number of Calls to Quit Line		N = 2,932
Gender N = 202 N = 2,604 Female 63.9% 62.4% Male 36.1% 37.6% Race/Ethnicity N = 183 N = 2,203 People of Color 12.6% 12.2% White 87.4% 87.8% Age N = 197 N = 2,425 Less than 18 years old 1.5% 1.8% 18 - 24 years old 15.8% 14.6% 25 - 34 years old 23.9% 22.7% 35 - 44 years old 27.4% 27.4% 45 years and older 28.4% 33.5% Education N = 191 N = 2,312 Did not graduate high school 24.1% 20.6% High school graduate 32.5% 33.5% Some college-ivocational school 35.1% 33.6% Caller Type N = 201 N = 2,700 General Information 4.5% 9.9% Caller Type N = 166 N = 1,873 Insured 2.2.4% 31.1% Uninsured 39.7%	Percent of Statewide Calls	8.2%	100.0%
Gender N = 202 N = 2,604 Female 63.9% 62.4% Male 36.1% 37.6% Race/Ethnicity N = 183 N = 2,203 People of Color 12.6% 12.2% White 87.4% 87.8% Age N = 197 N = 2,425 Less than 18 years old 1.5% 1.8% 18 - 24 years old 18.8% 14.6% 25 - 34 years old 23.39% 22.7% 35 - 44 years old 23.39% 22.7% 35 - 44 years old 23.9% 22.7% 45 years and older 28.4% 33.5% Education N = 191 N = 2,312 Did not graduate high school 24.1% 20.6% High school graduate 32.5% 35.9% Some college/vocational school 35.1% 33.6% College graduate 8.4% 9.9% Caller Type N = 201 N = 2,700 General Information 4.5% 9.5% Health care provider 1.5%<	Percent of State Population in County ¹	5.9%	100.0%
Gender N = 202 N = 2604 Female 63.9% 62.4% Male 36.1% 37.6% Race/Ethnicity N = 183 N = 2,203 People of Color 12.6% 12.2% White 87.4% 87.8% Age N = 197 N = 2,425 Less than 18 years old 1.5% 1.8% 18 - 24 years old 18.8% 14.6% 25 - 34 years old 23.39% 22.7% 35 - 44 years old 23.9% 22.7% 35 - 44 years old 23.9% 22.7% 45 years and older 28.4% 33.5% Education N = 191 N = 2,312 Did not graduate high school 24.1% 20.6% High school graduate 32.5% 35.9% Some college/vocational school 35.1% 33.6% College graduate 8.4% 9.9% Caller Type N = 201 N = 2,700 General Information 4.5% 9.5% Health care provider 1.5% <th></th> <th></th> <th></th>			
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Race/Ethnicity N = 183 N = 2,22 People of Color 12.6% 12.2% White 87.4% 87.8% Age N = 197 N = 2,425 Less than 18 years old 1.5% 1.8% 18 - 24 years old 23.9% 22.7% 25 - 34 years old 23.9% 22.7% 35 - 44 years old 23.9% 22.7% 45 years and older 28.4% 33.5% Education N = 191 N = 2,312 Did not graduate high school 24.1% 20.6% High school graduate 32.5% 35.9% Some college/vocational school 35.1% 33.6% College graduate 8.4% 9.9% General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 36.6% Past caller 13.9%			
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Did not graduate high school 24.1% 20.6% High school graduate 32.5% 35.9% Some college/vocational school 35.1% 33.6% College graduate 8.4% 9.9% Caller Type N = 201 N = 2,700 General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 0.9% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% <td>Education</td> <td>N = 191</td> <td>N = 2,312</td>	Education	N = 191	N = 2,312
Some college/vocational school 35.1% 33.6% College graduate 8.4% 9.9% Caller Type N = 201 N = 2,700 General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6	Did not graduate high school	24.1%	20.6%
Some college/vocational school 35.1% 33.6% College graduate 8.4% 9.9% Caller Type N = 201 N = 2,700 General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6	High school graduate	32.5%	35.9%
College graduate 8.4% 9.9% Caller Type N = 201 N = 2,700 General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% <		35.1%	33.6%
General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	· · · · · · · · · · · · · · · · · · ·	8.4%	9.9%
General Information 4.5% 9.5% Health care provider 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Caller Type	N = 201	N = 2.700
Health care provider Tobacco user 1.5% 4.9% Tobacco user 94.0% 85.6% Payer Type N = 156 N = 1,873 Insured 22.4% 31.1% Uninsured 39.7% 30.3% Medicaid N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	• •		
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Uninsured Medicaid 39.7% 30.3% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% 15.	Payer Type	N = 156	N = 1,873
Medicaid 37.8% 38.6% Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Insured	22.4%	31.1%
Heard About N = 180 N = 2,176 Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Uninsured	39.7%	30.3%
Past caller 13.9% 15.2% Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Medicaid	37.8%	38.6%
Employer/worksite 0.6% 0.9% Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Heard About	N = 180	N = 2,176
Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Past caller	13.9%	15.2%
Health care provider 26.1% 31.3% Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Employer/worksite	0.6%	0.9%
Television 15.0% 11.0% Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%		26.1%	31.3%
Outdoor advertisement (billboard/bus/wall) 0.6% 1.8% Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	·	15.0%	
Targeted mailing 1.1% 0.3% Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Outdoor advertisement (billboard/bus/wall)		
Great Start 0.0% 0.1% Radio 0.6% 1.5% Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%			
Newspaper/Magazine 0.0% 0.4% Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%		0.0%	0.1%
Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Radio	0.6%	1.5%
Brochure/Newsletter 4.4% 6.1% Family or friend 26.1% 23.9% Health Department 10.6% 6.3%	Newspaper/Magazine	0.0%	0.4%
Health Department 10.6% 6.3%	· · · · · ·	4.4%	6.1%
Health Department 10.6% 6.3%	Family or friend	26.1%	23.9%
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Source: Washington State Department of Health Tobacco Prevention and Control

Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

^{*} Rate not calculated because number of calls was less than 5.